



**FLSA: EXEMPT
July 2009**

MARKETING AND PUBLIC AFFAIRS OFFICER

DEFINITION

The Marketing and Public Affairs Officer is appointed by and works at the pleasure of the Town Manager. Under work supervision of the Town Manager, this position plans, organizes and provides direction and oversight to all media relations, communications, public information, marketing, sponsorship development and special event functions and activities. This position provides complex assistance to Town management staff and the Town Council in areas in areas of expertise, and is charged with managing the Town's identity, image and outreach to its various publics.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Town Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises general direction and supervision over supervisory, professional, technical, and clerical staff.

CLASS CHARACTERISTICS

This is a department head classification that directs and participates in all activities of the Public Information office, including serving as the Town's official spokesperson. The incumbent is accountable for accomplishing goals and objectives for the office and for furthering Town goals and objectives within general policy guidelines.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Develops, maintains and monitors an effective community relations program.
- Directs and/or advises on the marketing efforts of the Town and various departments, to present a consistent message to the citizens.
- Develops and coordinates various Town publications including the citizen newsletter, e-News distribution, brochures, flyers and other printed and electronic materials.
- Prepares and distributes media information releases and public service announcements.
- Advises, assists and trains Town Council and staff on community relations and conduct with the media.
- Oversees Special Events division efforts in producing high quality community events, such as the Freedom Festival and summer concert series.
- Plans and executes events such as ground breakings, ribbon cuttings, receptions and special functions.
- Develops partnerships and seeks sponsorships with businesses and other government and community entities in support of mutual efforts in the production of special events or other joint projects benefiting the citizens of the Town.
- Oversees design and content management of Town website.
- Conducts polls and surveys periodically to determine attitudes of citizens on a variety of subjects.
- Develops strategies and communications plans for addressing issues; presents solutions to problems before Town Manager, Council, staff, citizens or public groups.

- Writes speeches and prepares presentations for use by Town Council, Town Manager and other staff for presentation to the community or other defined audience, including other local, state or federal agencies or representatives.
- Serves as liaison to community organizations and public agencies to coordinate public information gathering and distribution; participates on various committees and task forces as deemed appropriate.
- Investigates complaints and attempts to resolve conflicts and improve understanding between the Town and its citizens.
- Serves as the primary Public Information Officer during emergency operations; stays current on principals and practices of crisis communications, communication response during disasters, and the PIO function in an Emergency Operations Center.
- Manages employee communication methods including the internal newsletter and, in conjunction with Information Services, development of the Intranet.
- Manages and participates in the development and implementation of goals, objectives, policies, and priorities for the Public Information Department; recommends within departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Plans, manages, and oversees the daily functions, operations, and activities of the Public Information Department, including communications, marketing, public information, education, outreach, media relations, publications, advertising and special events.
- Develops and standardizes procedures and methods to improve the efficiency and effectiveness of department functions; prioritizes and allocates available resources; continuously monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement and makes recommendations to Town Manager.
- Manages and coordinates the work plan for the assigned division; meets with staff to identify and resolve problems; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Participates in the selection, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Conducts a variety of organizational studies, investigations, and operational studies; develops and reviews staff reports and recommends modifications to policies, and procedures, as appropriate.
- Presents reports to the Town Council and other commissions, committees, and boards; performs a variety of public relations and outreach work related to recreation activities.
- Manages and participates in the development and administration of the Public Information Department budget.
- Provides highly complex staff assistance to the Town Council, Town Manager and other management staff; prepares and presents staff reports and other necessary correspondence.
- Implements adopted division plans, policies, and standards.
- Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of recreation; researches emerging products and enhancements and their applicability to Town needs.
- Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval.
- Receives, investigates, and responds to problems and complaints in a professional manner; identifies and reports findings and takes necessary corrective action.
- Performs other duties as assigned.

DESCRIPTION OF DUTIES

Listed are illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

QUALIFICATIONS

Knowledge of:

- Administrative principles and practices, including goal setting, program development, implementation and evaluation, project management, and supervision of staff, either directly or through subordinate levels of supervision.
- Principles and practices of budget administration.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, and the training of staff in work procedures.
- Applicable Federal, State, local laws, codes, and regulations related to the development, implementation, and administration of recreation programs, as well as facilities operations and maintenance.
- Principles and practices of contract administration and evaluation.
- Organization and management practices as applied to the development, analysis, and evaluation of programs, policies, and operational needs of the assigned division.
- General principles of risk management related to the functions of the assigned area.
- Recent and on-going developments, current literature, and sources of information related to the recreation and facilities operations and maintenance.
- Record keeping principles and procedures.
- Modern office practices, methods and computer equipment; and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Recommend and implement goals, objectives and practices for providing effective and efficient services.
- Manage and monitor complex projects, on time, and within budget.
- Plan, organize, schedule, assign, review, train and evaluate the work of staff.
- Research, analyze, evaluate and develop improvements in operations, procedures, policies, or methods.
- Prepare clear and effective technical reports, correspondence, policies, procedures, and other written materials.
- Analyze, interpret, summarize, and present administrative and technical information and data in an effective manner.
- Interpret, explain, and ensure compliance with Town policies and procedures, complex laws, codes, regulations, and ordinances.
- Effectively represent the division and the Town in meetings with governmental agencies, community groups, businesses, professional, and regulatory organizations, and in meetings with individuals.

- Establish and maintain a variety of filing, record-keeping, and tracking systems.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in communications, marketing, public relations, public administration or a related field, and five (5) years of experience in communications, including two (2) years of supervisory experience.

License:

Valid California class C driver’s license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, and to visit various Town and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. This position will also attend special events, ground breakings and other functions outdoors, with exposure to loud noise levels and may be exposed to inclement weather conditions including wind, cold and heat.

WORKING CONDITIONS

Is required to attend off-hour and evening meetings.

SALARY RANGE:

\$7,597 to \$10,734 monthly